

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
1 December 2005 (01.12.2005)

PCT

(10) International Publication Number
WO 2005/112586 A2

(51) International Patent Classification: Not classified

(21) International Application Number:
PCT/US2005/016631

(22) International Filing Date: 12 May 2005 (12.05.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/570,409 12 May 2004 (12.05.2004) US

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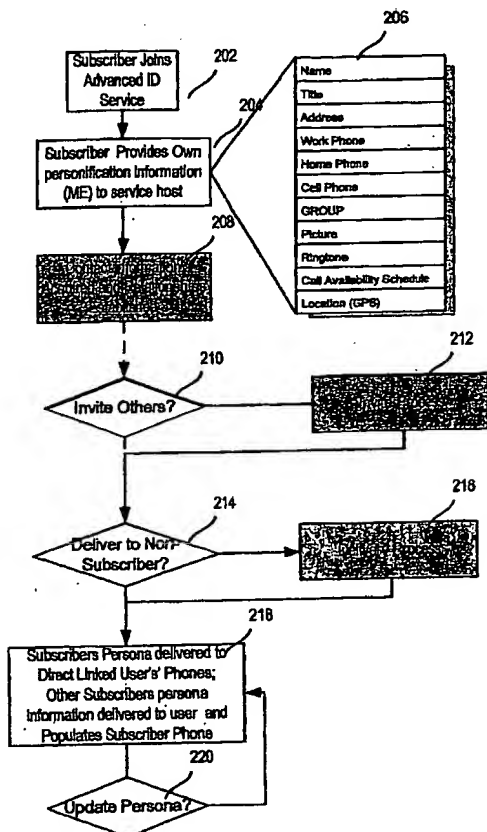
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(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA,
MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ,
OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL,
SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC,
VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,

[Continued on next page]

(54) Title: ADVANCED CONTACT IDENTIFICATION SYSTEM



(57) Abstract: A system and method of advanced identification in-
formation to be created and distributed to users of wireless commu-
nication devices, such as mobile phones. Subscribers can define their
own personas as collections of information which define the users.
Subscribers can then publish their persona(s) to their friends' and as-
sociates' mobile phones, and update the others' address books with the
subscriber's contact information. Users can specify different personas
to be presented to different users.



GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— without international search report and to be republished upon receipt of that report

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